

JOE THOMAS
PHONE
FR 4-9704

Offers

SUPERIOR INSURANCE
SERVICE AT A SAVING
TO CAREFUL DRIVERS

FARMERS
INSURANCE
GROUP

AUTO TRUCK
FIRE LIFE

ALL LOS ANGELES COUNTY NEEDS

Twenty-six TORRANCE HERALD
SEPTEMBER 26, 1957

EYE CARE
Americans spend about \$300 million per year for eye care.

PIANO
Sales & Rentals

Rent with Option to Buy
Melody Music Co., Inc.
420 S. Hawthorne Blvd.
Hawthorne OS 6-8752

Clock Watchers Helped by 'Whatsis' and a Brunette

coming of Standard time again Sunday, Sept. 29 at 2 a.m., dialing UL-rich 3-1212 will get the new correct time from a mechanical "whatsis" with a velvet voice.

The voice belongs to an attractive brunette who lives in the heart of the cotton-belt and cane-brake country.

Clock watchers had nothing on Pacific Telephone operators who at one time doled out the correct time every 15 seconds, 240 times an hour, 24 hours a day.

That's all over now according to local telephone manager Dick Eyle, and has been for the past few years. With the

Atlanta, Georgia. The "whatsis" called the Audichrone, is leased by Pacific Telephone as an added service to telephone users in obtaining the correct time.

Accuracy Cited
The jet black machine specializing in up-to-the-second accuracy loses approximately half-a-second every three years. Audible and visible alarms are activated automatically if trouble develops to assure residents of 24 hour time service.

The voice behind the voice of Miss Audichrone, is Mrs. Berrien (Mary) Moore Jr., mother of three and a Vassar College graduate. Her letter-perfect diction currently is heard on time recordings in more than 100 cities throughout the nation.

Voice on Film
Briefly, Mary's voice finds its way into the machine the same way sound is synchronized with a motion picture. Her voice is put on film and played back through a speaker in the Audichrone.

CAPRINO'S RESTAURANT

For the Best in Food and Drinks WE CATER TO BANQUETS FOR RESERVATIONS & LUNCHEON GROUPS

CALL FA 8-8900

1332 SARTORI, TORRANCE

Placing of Ballot Measures Go Under New Order Here in 1958

By **RICHARD RICHARDS**
State Senator

Beginning with the next general election in 1958, the numerical order in which initiative and referendum measures appear on the ballot will be determined by law rather than by the Secretary of State.

This will result from legislation which I introduced in the 1957 session and which has been under discussion by the Legislature for the past 10 years. Its passage has long been advocated by various civic organizations interested in election reforms; among them the League of Women Voters.

Objections to the previous system have often been voiced in connection with measures whose supporters felt they had been given a disadvantageous position on the ballot through a purely arbitrary decision by the Department of State.

Two Examples
Two examples frequently cited are the 1948 initiative proposition to give Los Angeles County greater representation in the State Senate, and the more recent proposal to abolish cross-filing, in 1952. Both appeared on the ballot as Proposition 13 and both were defeated.

Actually, the fundamental objection was not so much to the position on the ballot as to the seemingly arbitrary manner in which that position was determined. Supporters of the new system feel that there can be no valid objection as long as the order of ballot measures is clearly determined by law in advance of any passing controversy.

Order Given
Under the new act all measures submitted to a vote of the people by the Legislature will appear first on the ballot, and the order of these propositions will still be determined by the Secretary of State.

The primary reason for this arrangement was that school bond issues and measures affecting veterans' affairs have traditionally always been assigned the first places on the ballot. Since these measures originate in the Legislature, it was thought that the most practical means of retaining this practice would be to permit the Department of State to determine their order as before.

After these legislative proposals, any measures proposed

by the general public through initiative petition will appear in the order in which they qualify for the ballot.

Referendum Third
Third in order will appear any referendum measures, also in the order determined by the date of their qualification. That is, by the date on which it is officially certified that sufficient signatures have been obtained to meet the constitutional requirements for such petitions.

As I say, this legislation, in its present or similar form, has been proposed at every session for the past 10 years, and its introduction again last January was entirely without reference to any specific initiative measure that might now or later qualify for the ballot.

Writers Hear About Writers At Meeting

"The Writer—The Fair-Haired Boy of Theatre and TV" was the subject of a talk by W. David Sievers to the Southwest Manuscripters at their September meeting Friday.

Sievers, associate professor of speech and drama at Long Beach State College, gave three reasons for the new high status given to writers.

First, the encouragement and assistance given to promising writers by the Rockefeller and Ford Foundations. Colleges and universities are giving more courses in playwriting and TV.

Public Educated
The second reason is that the work done on mental hygiene has educated the public and in turn produced writers who are not afraid to write honestly and express real emotion. As an example of this type of writing at its best, Sievers mentioned the O'Neill play, "Long Day's Journey into Night."

The third, and most obvious reason, is that television has created a new market that is constantly in need of more material and more writers. Thus, according to Sievers, this is a most opportune time for the writer, although he is definitely in a highly competitive field.

A "question and answer" period followed in which Sievers gave the group suggestions on TV formulas, markets, and agents.

Sales Told
Sales for the past month by the Manuscripters included the following: Short story, "I've Got Your Wave Length" by Polly Booth to Fantastic Universe magazine. Novelette, "Remembrance & Reflection" by Mark Clifton to Fantasy and Science Fiction. An article, "Little Sod Schoolhouse" by Martha Lambert to Progress magazine. Short story, "Grandma's Miracle" by Florence Hancher to Fate magazine.

Southwest Manuscripters, an organization of professional and beginning writers, meets on the third Friday evening of every month at Clark Stadium, Hermosa Beach. Further information may be obtained by calling Eleanor B. Gilbert, secretary.

McLANE ALL-STEEL TRIM'N' EDGER
Res. \$78.95
SAVE \$29.00
SALE PRICE \$49.95

15" x 18" Edge-Striker
12" x 12" Edge-Striker
12" x 12" Edge-Striker
12" x 12" Edge-Striker

Quality Power LIBERAL TRADE-IN
Money in Money & Edger
From \$12.95 Hand & Edger

McLANE TOOL & DIE CO.
12010 S. Atlantic, Compton, Calif.
1-800-3-3000
OPEN SUNDAY

FABULOUS A&P FROZEN foods

REAL COOL SAVINGS
BIG BIG SELECTION

YOUR CHOICE OF ITEMS

GREEN PEAS	10-oz. Pkg.
FRENCH FRIES	9-oz. Pkg.
ORANGE JUICE	6-oz. Can
PEAS & CARROTS	10-oz. Pkg.
BROCCOLI SPEARS	10-oz. Pkg.
GREEN BEANS FRENCH STYLE	9-oz. Pkg.
CUT CORN	10-oz. Pkg.
CUT GREEN BEANS	9-oz. Pkg.

SALE!
FOR 569¢
FOR 579¢

A&P-FROZEN STRAW-BERRIES
2 10-oz. Pkgs. 33¢

A&P's LOW LOW BEEF PRICES!

U.S.D.A. "CHOICE" GRADE STEAKS	T-BONE PORTERHOUSE or SIRLOIN	95¢
U.S.D.A. "CHOICE" GRADE ROUND STEAK	SOLE IN	69¢
U.S.D.A. "CHOICE" -OVEN READY RIB ROAST	1st FIVE RIBS 7 INCH CUT	69¢
U.S.D.A. "CHOICE" GRADE POT ROAST	CENTER CUT CHUCK	39¢
Rump Roast	U.S.D.A. CHOICE BONE-IN	69¢
Shoulder Roast	BONELESS CHUCK	59¢
Clod Roast	U.S.D.A. CHOICE BONELESS	69¢
Round Bone Roast		45¢
Ground Beef	A&P QUALITY	39¢
Ground Chuck	LEAN	53¢
Ground Round	EXTRA LEAN	69¢
Top Sirloin Steak	BONELESS	1.19
Filet Mignon	JUICY TENDER	1.19
Short Ribs	LEAN MEATY	29¢
Stewing Beef	LEAN CURED	69¢
Smokeys	SUPER-RIGHT 12-OZ. PEG.	49¢

A & P's Top Quality Fruit & Vegetables

POTATOES	U.S. NO. 1 RUSSET	10 -lb. Bag 39¢
ORANGES	SWEET—JUICY VALENCIA	5 -lb. Bag 35¢
CARROTS	FRESH CELLO PACKED	2 1-lb. Pkgs. 19¢

TOILET TISSUE
4 Rolls 33¢

Eight O'Clock COFFEE
1-lb. Bag 73¢
3-lb. Bag ... 2.19

Woman Day NOW... 10¢
... and still America's Best Magazine Buy!

OPEN SUNDAYS
PRICES EFFECTIVE THURSDAY, FRIDAY, SATURDAY AND SUNDAY

1330 EL PRADO — TORRANCE
MARKET & LA BREA — INGLEWOOD

Prices Effective Thurs., Fri., Sat. & Sun., Sept. 26, 27, 28 & 29th in all Los Angeles County Stores
ALL A&P STORES ARE OPEN SUNDAY

AP Food Stores
AMERICA'S FINEST FOOD RETAILERS... SINCE 1859
THE GREAT ATLANTIC & PACIFIC TEA COMPANY

Halverson-Leavell MORTUARY

DIGNITY — REVERENCE

1223 Cravens Torrance
FA 8-1223